

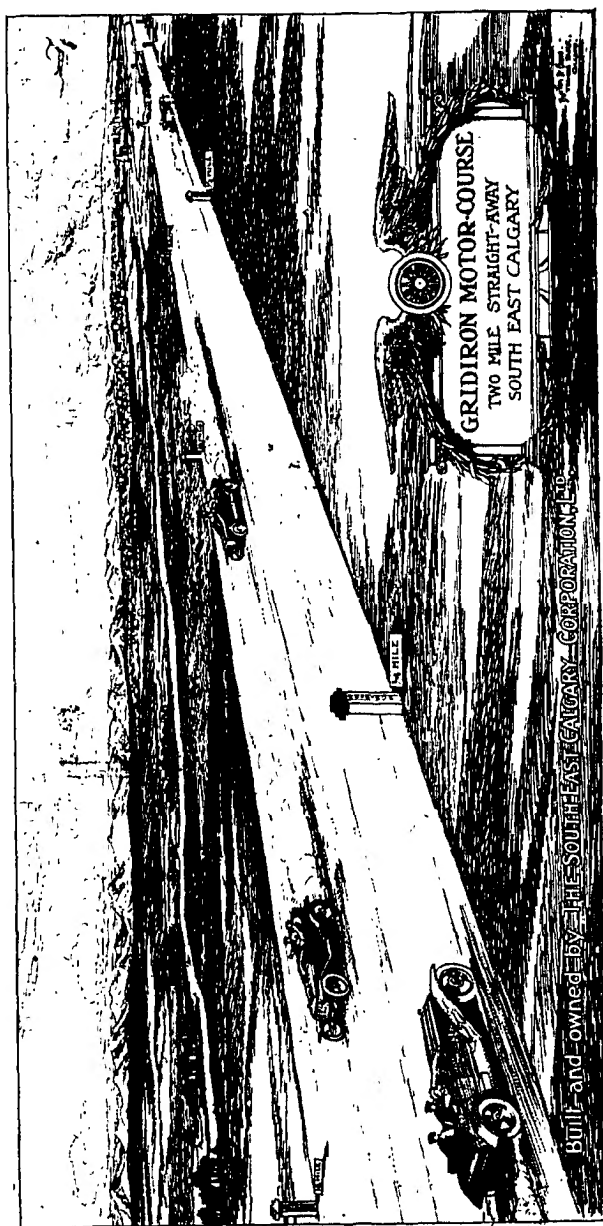
THE STORY

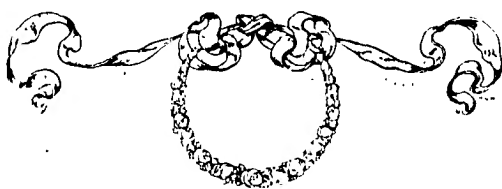
OF

BARNEY OLDFIELD'S FLIGHT

AUGUST 10TH, 1912

BY THE CHICAGO AND NEW YORK PRESS





The following article is a verbatim report, written by Major Jno. B. Jeffery, dean of the Chicago Press and Mr. C. E. Ferguson, of the New York Press, who were the guests of the South East Calgary Racing Association at the opening of the Gridiron Course, August 10th, 1912, and immediately wired the associated and International Press, and reproduced in twenty-six papers and magazines in the United States and Canada. their report.

At the request of many friends and clients, we have published in this form their article with the picture of the "Gridiron" and photograph by Burton & Gove of Barney Oldfield's famous flight of speed; for at one time during the half-mile race, the four wheels of his car left the ground for forty feet.

IT WAS FLYING !

BARNEY OLDFIELD'S FLIGHT

"Calgary had the first real taste of classy sport in its history Saturday afternoon, August 10th, when over four thousand of its best citizens and distinguished visitors from New York and Chicago, tuned to the highest pinnacle of enthusiasm, turned out in brilliant equipages to the Gridiron Speedway in South East Calgary to see Barney Oldfield, the Speed King, race for the world's record, supplemented by an elaborate program of his associates, Fritsch and Heineman, and local lights in their racing cars.

"Oldfield starred in two performances: First, for the one-mile world's record, which he negotiated in 41 4-5 seconds; second, for the half mile in 18 1-5 seconds. In both these spectacular events his powerful 300 H.P. Christie car roared like a mighty bullet in its meteoric flight to the finish line, where four time-keepers with stop-timers recorded the time which was immediately announced to the anxious crowd of spectators, who, with a wild burst of enthusiasm, realized that South-East Calgary now owns the two great world's records, and the fastest track in the world.

"It was a beautiful day with the afternoon bathed in golden sunshine, and every moment jewelled with a joy for this interesting and spectacular drama of sport, which doubtless will never again be witnessed in the history of the world.

"The Gridiron Speedway is unique in its construction in many ways; its gradients are scientifically worked out by the best of engineers and reduced

to a perfect straight-edge by the human eye, all regardless of expense, to make it, as now regarded, the fastest track on earth, and the marvel of the civilized world.

"About ninety days ago the engineer's stakes were the only landmarks of this great course (two-mile straightaway) when the South East Calgary Corporation, Ltd., gave orders to the John Breckenridge Contracting firm to immediately execute the specifications, trim, polish and deliver. Barney Oldfield then inspected the track, passing his car back and forth, and made his suggestions. He said, 'If you straight-edge this, I will lower the world's record.' The South East Calgary Corporation summoned a small army of workmen, and Mr. John Breckenridge with his big force of horses and machinery and keen blades practically shaved the course to meet the requirements. Four men with eyes trained to rifle practice and the carpenter's straight-edge lay on the ground for ten days and by a code of signals directed the men who turned the soil razors till the work was completed. Mr. Oldfield was again called to inspect. 'It looks good,' he said. Then, he pulled the lever of his big racer which sped like a meteor down the great course. His verdict was in one word—'Perfect.'

"The Telegraph Signal Service was then installed to conform to the rules of the American Automobile Association. This done, the course was closed, and the night before the meet, was guarded, while on the other side of the rope stood the local racers beside their stripped cars, and feasted their

eyes by moonlight on the sporty stretch in full form ready to greet its admirers on the coming day. Like after any successful Derby, every mouth takes up the winning horse and its owner, so immediately this great event was given to the entire civilized world; Calgary was placed on the map; 'The Gridiron,' known as the warmest place on earth; its builders adored, and South East Calgary unwittingly became Greater Calgary, and its banners planted too high to be furled by any human hand.

"A News Letter representative in company with a representative of the Chicago Press, visited the offices of the South East Calgary Corporation, Ltd., Suite 35, Cadogan Block, Calgary, for special information as to its operations. It is a close corporation, embracing the representative men of Calgary, who conceived the idea about a year ago of providing and offering desirable homes at a low figure, commensurate with a population eventually of 300,000 people for Calgary, which is already congested. Their wise foresight is apparent to any visitor to Calgary. Their land is close to the industrial centre, comprising over 4,000 acres of rich black loam, through which runs the South East Calgary Electric Line, owned and operated by the South East Calgary Corporation, with traffic connection by which all passengers are delivered to the centre of Calgary proper. They have built a system of Boulevards through their property connecting it with Calgary. Their entire property is served with:

"Electric Transportation,

"Boulevard System,

"Electric Lights,

"Telephones, and

"The Gridiron Motor Course for pleasure. The land is beautifully laid out with streets, all 66 feet wide, and in **Five-acre Lots**, all having an exceptional view of the Rocky Mountain range. The corporation owns two miles of industrial trackage, to be used only in developing industries. This, positively, will not be sold to speculators. This great organization in its entire conception is all inclusive of every element towards building and development without any taint of promotion. Neither bonds, nor common stock enter into its capitalization, and none of its stock is for sale. Like any up-to-date enterprise, all development has been made before the land was offered for sale.

"Its plans are broad and comprehensive, and are being executed with the economy and precision of a big machine, the final conclusion of which means Greater Calgary and a blessing to humanity."

The above article was written by Major Jno. B. Jeffery, dean of the Chicago Press, and collaborated by Mr. C. E. Ferguson of the New York Press; sent out as international news the day of the races, without **Solicitation or Compensation**; and reproduced in **Twenty-seven** prominent papers and magazines in different parts of the world, including Mexico, Hawaii, China and Japan.

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TIME:- 1 Mile 41 $\frac{1}{2}$ Seconds
 $\frac{1}{2}$ Mile 18 $\frac{1}{2}$ Seconds

August 10th. 1912

JEFFERY FERGUSON
PHOTOGRAPHER